FIG.1

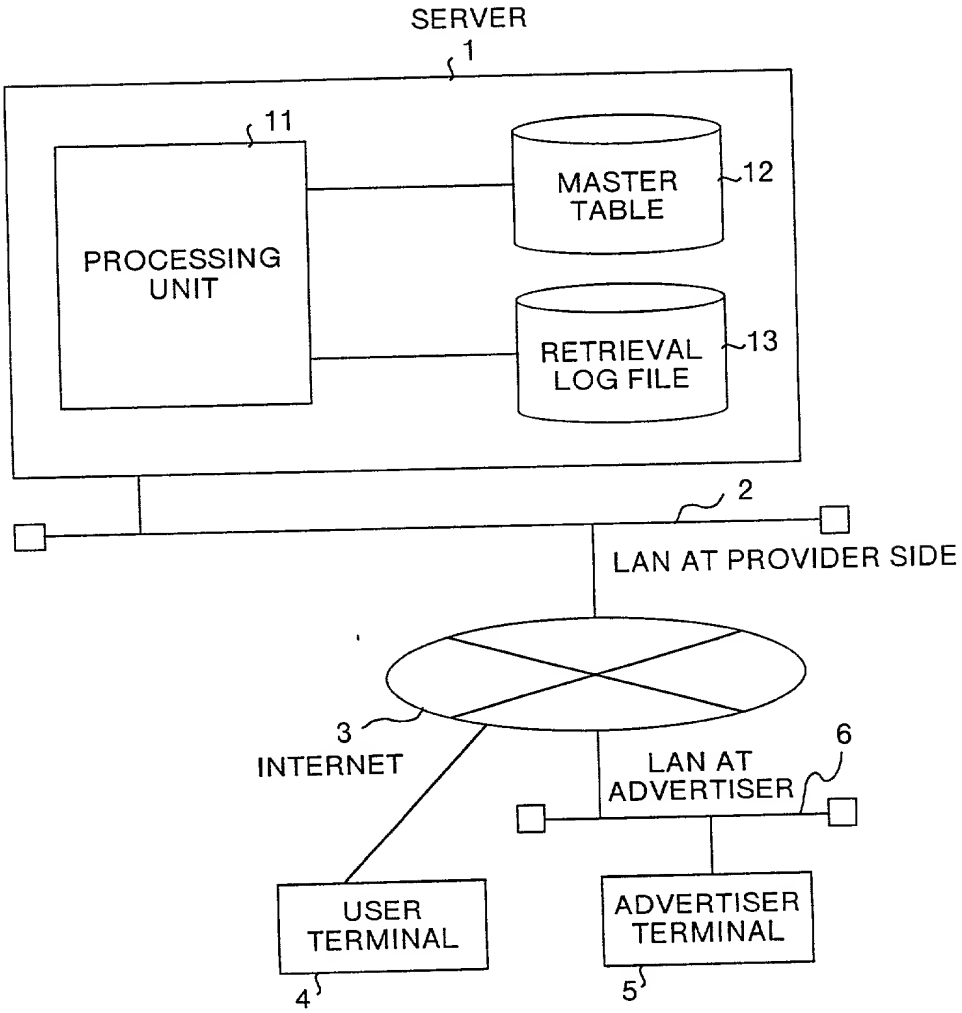
SERVER
1
11
PROCESSING UNIT
MASTER TABLE
12
RETRIEVAL LOG FILE
13
2
LAN AT PROVIDER SIDE
3
INTERNET
6
LAN AT ADVERTISER
USER TERMINAL
4
ADVERTISER TERMINAL
5

FIG.2

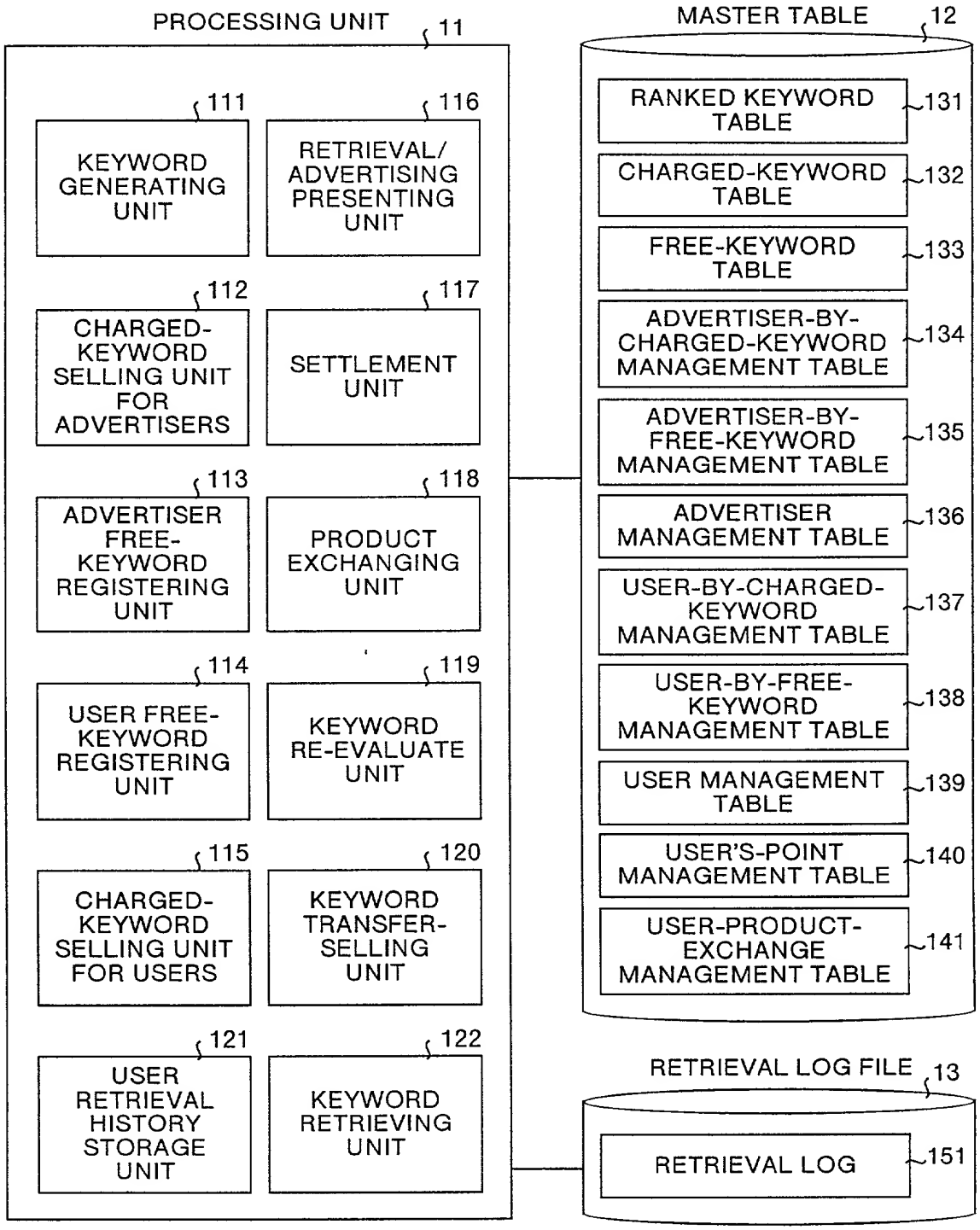
PROCESSING UNIT
11
111
KEYWORD GENERATING UNIT
116
RETRIEVAL/ ADVERTISING PRESENTING UNIT
112
CHARGED-KEYWORD SELLING UNIT FOR ADVERTISERS
117
SETTLEMENT UNIT
113
ADVERTISER FREE-KEYWORD REGISTERING UNIT
118
PRODUCT EXCHANGING UNIT
114
USER FREE-KEYWORD REGISTERING UNIT
119
KEYWORD RE-EVALUATE UNIT
115
CHARGED-KEYWORD SELLING UNIT FOR USERS
120
KEYWORD TRANSFER-SELLING UNIT
121
USER RETRIEVAL HISTORY STORAGE UNIT
122
KEYWORD RETRIEVING UNIT
MASTER TABLE
12
RANKED KEYWORD TABLE
131
CHARGED-KEYWORD TABLE
132
FREE-KEYWORD TABLE
133
ADVERTISER-BY-CHARGED-KEYWORD MANAGEMENT TABLE
134
ADVERTISER-BY-FREE-KEYWORD MANAGEMENT TABLE
135
ADVERTISER MANAGEMENT TABLE
136
USER-BY-CHARGED-KEYWORD MANAGEMENT TABLE
137
USER-BY-FREE-KEYWORD MANAGEMENT TABLE
138
USER MANAGEMENT TABLE
139
USER'S-POINT MANAGEMENT TABLE
140
USER-PRODUCT-EXCHANGE MANAGEMENT TABLE
141
RETRIEVAL LOG FILE
13
RETRIEVAL LOG
151

FIG.3

131

RANK	KEYWORD	RETRIEVAL POINT NUMBER (USING FREQUENCY)	RANKED GROUP POINTS SUB-TOTAL
A	MP3	736859	2905302
	IMAGE	647845	
	CHAT	604475	
	WALLPAPER	477864	
	Linux	438259	
B	SCREENSAVER	418191	1837637
	SIGNALING MELODY	387297	
	IDOL	354212	
	DOWNLOAD	343120	
	ENCOUNTER	334817	
C	PHOTOGRAPH	303365	1415114
	MIDI	303176	
	Mac	282522	
	BBS	278924	
	MAP	247127	
D	SERIAL	231949	1097390
	CAPTURE	225590	
	MAIL FRIEND	215327	
	CELLULAR PHONE	213161	
	FORTUNE-TELLING	211363	

FIG.4

132

RANK	KEYWORD	ADVERTISING FEE IN ¥ (ANNUAL FEE)	USER'S POINT (PER ONE TIME)	USER REGISTRATION FEE IN ¥ (ANNUAL FEE)
A	MP3	73.68 MILLION	21	0.29 MILLION
	IMAGE	64.78 MILLION	21	
	CHAT	60.44 MILLION	21	
	WALLPAPER	47.78 MILLION	22	
	Linux	43.82 MILLION	23	
B	SCREENSAVER	41.81 MILLION	24	0.18 MILLION
	SIGNALING MELODY	38.72 MILLION	27	
	IDOL	36.42 MILLION	28	
	DOWNLOAD	34.31 MILLION	30	
	ENCOUNTER	33.48 MILLION	30	
C	PHOTOGRAPH	30.33 MILLION	33	0.14 MILLION
	MIDI	30.31 MILLION	34	
	Mac	28.25 MILLION	35	
	BBS	27.89 MILLION	38	
	MAP	24.71 MILLION	41	
D	SERIAL	23.19 MILLION	43	0.10 MILLION
	CAPTURE	22.55 MILLION	47	
	MAIL FRIEND	21.53 MILLION	60	
	CELLULAR PHONE	21.31 MILLION	64	
	FORTUNE-TELLING	21.13 MILLION	73	

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FIG.5

133

RANK	KEYWORD	ADVERTISING FEE IN ¥ (ANNUAL FEE)	USER'S POINT (PER ONE TIME)	USER REGISTRATION FEE IN ¥ (ANNUAL FEE)
—	CD	0	1	0
	HOTEL	0	1	
	ANIMATION	0	1	
	Windows	0	1	
	LINK	0	1	

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FIG.6

134

RANK	KEYWORD	ADVERTISER	CONTRACT PERIOD	ADVERTISING DATA STORAGE POSITION	
				FOR Web	FOR mail
A	MP3	VACANT VACANT VACANT			
	IMAGE	COMPANY B VACANT VACANT	2000.01.01-2000.12.31	D:¥xxxxx	D:¥yyyyy
	CHAT	VACANT VACANT VACANT			
	WALLPAPER	VACANT VACANT VACANT			
	Linux	COMPANY A COMPANY C VACANT	2000.04.01-2001.03.31 2000.05.01-2001.04.30	D:¥zzzzz D:¥aaaaa	D:¥wwww D:¥bbbbb
B	SCREENSAVER	VACANT VACANT VACANT			
	SIGNALING MELODY	COMPANY B VACANT VACANT	2000.02.01-2001.01.31	D:¥ccccc	D:¥ddddd
	IDOL	VACANT VACANT VACANT			
	DOWNLOAD	VACANT VACANT VACANT			
	ENCOUNTER	VACANT VACANT VACANT			
C	PHOTOGRAPH	VACANT VACANT VACANT			
	MIDI	VACANT VACANT VACANT			
	Mac	COMPANY A VACANT VACANT	2000.05.01-2001.04.30	D:¥eeeee	D:¥fffff
	BBS	VACANT VACANT VACANT			
	MAP	VACANT VACANT VACANT			
D	SERIAL	VACANT VACANT VACANT			
	CAPTURE	VACANT VACANT VACANT			
	MAIL FRIEND	VACANT VACANT VACANT			
	CELLULAR PHONE	VACANT VACANT VACANT			
	FORTUNE-TELLING	COMPANY B VACANT VACANT	2000.04.01-2001.03.31	D:¥ggggg	D:¥hhhhh

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FIG.7

135

RANK	KEYWORD	ADVERTISER	CONTRACT PERIOD	ADVERTISING DATA STORAGE POSITION	
				FOR Web	FOR mail
–	CD	COMPANY A COMPANY B VACANT	2000.04.01-2001.03.31 2000.02.01-2001.01.31 ||||·||·||-||||·||·||	D:¥iiiii D:¥kkkkk ·····	D:¥jjjjj D:¥lllll ·····
	HOTEL	COMPANY B VACANT VACANT	2000.04.01-2001.03.31 ||||·||·||-||||·||·||	D:¥mmmm ····· ·····	D:¥nnnnn ····· ·····
	ANIMATION	COMPANY B VACANT VACANT	2000.01.01-2000.12.31 ||||·||·||-||||·||·||	D:¥ooooo ····· ·····	D:¥ppppp ····· ·····
	Windows	COMPANY A VACANT VACANT	2000.05.01-2001.04.30 ||||·||·||-||||·||·||	D:¥qqqqq ····· ·····	D:¥rrrrr ····· ·····
	LINK	VACANT VACANT VACANT	||||·||·||-||||·||·||	····· ····· ·····	····· ····· ·····

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FIG.8

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ADVERTISER NAME	ADVERTISER ADDRESS/ STAFF	REGISTERED KEYWORD	CONTRACT PERIOD	ADVERTISING FEE PAYMENT DATE	PAYMENT AMOUNT IN ¥
COMPANY A	WWW YY-KU XX-CITY CHIBA-KEN MATSUZAKA	Linux	2000.04.01 -2001.03.31	2000.03.01	43.82 MILLION
		CD	2000.04.01 -2001.03.31	—	—
		Mac	2000.05.01 -2001.04.30	2000.04.01	28.25 MILLION
		Windows	2000.05.01 -2001.04.30	—	—
COMPANY B	CCCC BBB-KU AAA-CITY KANAGAWA-KEN UEHARA	IMAGE	2000.01.01 -2000.12.31	1999.12.01	64.78 MILLION
		ANIMATION	2000.01.01 -2000.12.31	—	—
		SIGNALING MELODY	2000.02.01 -2001.01.31	2000.01.04	38.72 MILLION
		CD	2000.02.01 -2001.01.31	—	—
		FORTUNE-TELLING	2000.04.01 -2001.03.31	2000.03.01	21.13 MILLION
		HOTEL	2000.04.01 -2001.03.31	—	—
COMPANY C	KKK JJ-KU TOKYO HIRAGA	Linux	2000.05.01 -2001.04.30	2000.04.01	43.82 MILLION
		Mac	2000.05.01 -2001.04.30	—	—

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FIG.9

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RANK	KEYWORD	USER	CONTRACT PERIOD	ADVERTISING METHOD
A	MP3	YAMADA VACANT	2000.05.01-2001.04.30	e-mail
	IMAGE	VACANT VACANT		
	CHAT	KINOSHITA VACANT	2000.01.01-2000.12.31	Web
	WALLPAPER	VACANT VACANT		
	Linux	VACANT VACANT		
B	SCREENSAVER	YAMADA VACANT	2000.05.01-2001.04.30	e-mail
	SIGNALING MELODY	VACANT VACANT		
	IDOL	VACANT VACANT		
	DOWNLOAD	VACANT VACANT		
	ENCOUNTER	VACANT VACANT		
C	PHOTOGRAPH	VACANT VACANT		
	MIDI	YAMADA VACANT	2000.04.01-2001.03.31	e-mail
	Mac	VACANT VACANT		
	BBS	VACANT VACANT		
	MAP	VACANT VACANT		
D	SERIAL	VACANT VACANT		
	CAPTURE	KOBAYASHI VACANT	2000.02.01-2001.01.31	Web
	MAIL FRIEND	KOBAYASHI VACANT	2000.04.01-2001.03.31	Web
	CELLULAR PHONE	VACANT VACANT		
	FORTUNE-TELLING	VACANT VACANT		

Patent Office Web Data

FIG.10

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RANK	KEYWORD	USER	CONTRACT PERIOD	ADVERTISING METHOD
—	CD	KOBAYASHI YAMADA	2000.02.01-2001.01.31 2000.05.01-2001.04.30	Web Web
	HOTEL	KOBAYASHI VACANT	2000.04.01-2001.03.31	Web
	ANIMATION	YAMADA VACANT	2000.05.01-2001.04.30	e-mail
	Windows	YAMADA VACANT	2000.04.01-2001.03.31	e-mail
	Linux	KINOSHITA VACANT	2000.01.01-2000.12.31	Web

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FIG.11

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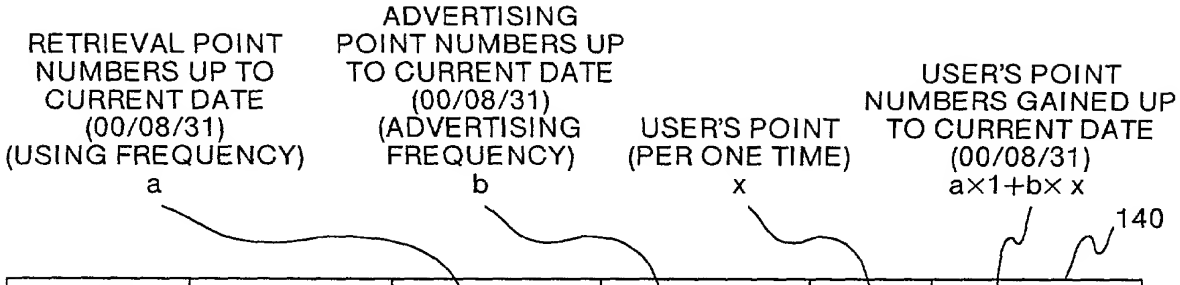
USER NAME	USER ADDRESS/ e-mail	REGISTERED KEYWORD	CONTRACT PERIOD	REGISTRATION FEE PAYMENT DATE	PAYMENT AMOUNT IN ¥	USER'S POINT (PER ONE TIME)
KINOSHITA	XX-CITY GUNMA-KEN ..... kino@xxxx.yyyy.ne.jp	CHAT	2000.01.01 -2000.12.31	1999. 12.01	0.29 MILLION	21
		LINK	2000.01.01 -2000.12.31	—	—	1
KOBAYASHI	AA-CITY FUKUOKA-KEN ..... koba@aaaa.bbbb.ne.jp	CAPTURE	2000.02.01 -2001.01.31	2000. 01.04	0.10 MILLION	47
		CD	2000.02.01 -2001.01.31	—	—	1
		MAIL FRIEND	2000.04.01 -2001.03.31	2000. 03.01	0.10 MILLION	50
		HOTEL	2000.04.01 -2001.03.31	—	—	1
YAMADA	JJ-CITY NIIGATA-KEN ..... yama@jjjj.kkkk.ne.jp	MP3	2000.05.01 -2001.04.30	2000. 04.01	0.29 MILLION	21
		CD	2000.05.01 -2001.04.30	—	—	1
		SCREEN-SAVER	2000.05.01 -2001.04.30	2000. 04.01	0.18 MILLION	24
		ANIMATION	2000.05.01 -2001.04.30	—	—	1
		MIDI	2000.04.01 -2001.03.31	2000. 03.01	0.14 MILLION	34
		Windows	2000.04.01 -2001.03.31	—	—	1

FOREIGN-PCT-2001-020350

FIG.12



USER NAME	REGISTERED KEYWORD				
KINOSHITA	CHAT	291097	32002	21	963139
	LINK	105391	9981	1	115372
				TOTAL	1078511
KOBAYASHI	CAPTURE	90334	6177	47	380653
	CD	87610	9032	1	96642
	MAIL FRIEND	554213	38076	60	2838773
	HOTEL	497102	89894	1	586996
				TOTAL	3903064
YAMADA	MP3	142298	1752	21	179090
	CD	33220	673	1	33893
	SCREEN-SAVER	62855	910	24	84705
	ANIMATION	36089	204	1	36293
	MIDI	77911	1256	34	120615
	Windows	50284	771	1	51055
				TOTAL	505651

FIG.13

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USER NAME	USER ADDRESS /e-mail	TOTAL USER'S POINT NUMBERS GAINED UP TO CURRENT DATE (00/08/31)	EXCHANGED PRODUCTS/SERVICES [( ): EXCHANGED POINTS]			TOTAL REMAINING USER'S POINT NUMBERS UP TO CURRENT DATE (00/08/31)
KINOSHITA	XX-CITY GUNMA-KEN ..... kino@xxxx. yyyy.ne.jp	1078511	LARGE TELEVI-SION (1000000)	.....	.....	78511
KOBAYASHI	AA-CITY FUKUOKA-KEN ..... koba@aaaa. bbbb.ne.jp	3903064	DOME-STIC TOUR (5000000)	PERSO-NAL COM-PUTER (1000000)	.....	2403064
YAMADA	JJ-CITY NIIGATA-KEN ..... yama@jjjj. kkkk.ne.jp	505651	.....	.....	.....	505651

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FIG.14

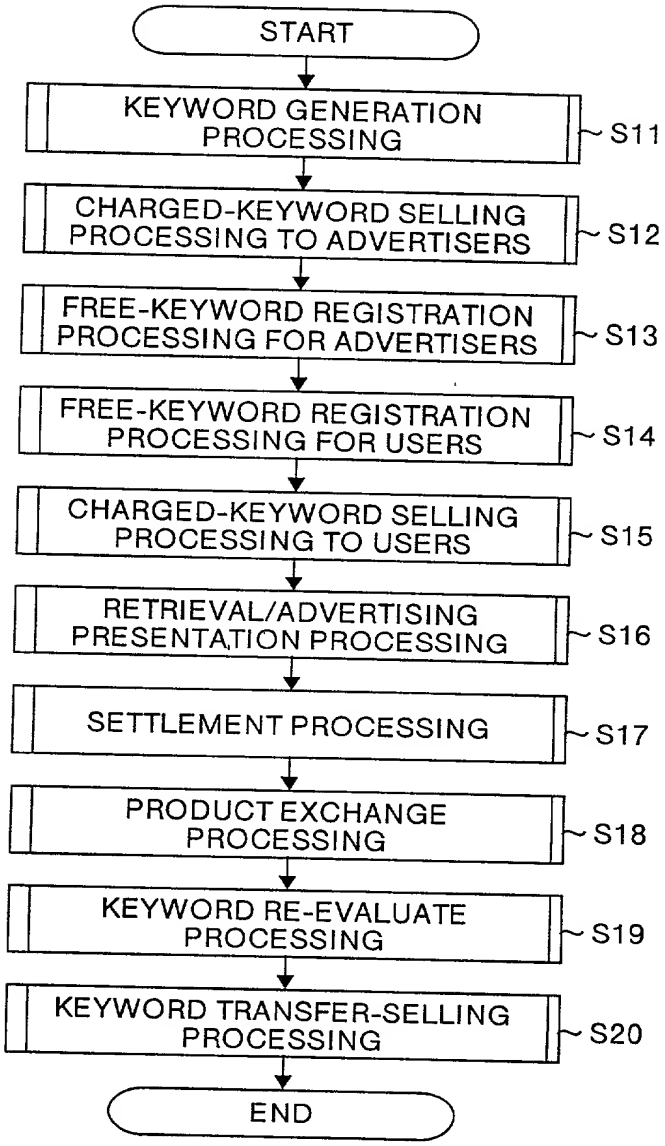
START
KEYWORD GENERATION PROCESSING
S11
CHARGED-KEYWORD SELLING PROCESSING TO ADVERTISERS
S12
FREE-KEYWORD REGISTRATION PROCESSING FOR ADVERTISERS
S13
FREE-KEYWORD REGISTRATION PROCESSING FOR USERS
S14
CHARGED-KEYWORD SELLING PROCESSING TO USERS
S15
RETRIEVAL/ADVERTISING PRESENTATION PROCESSING
S16
SETTLEMENT PROCESSING
S17
PRODUCT EXCHANGE PROCESSING
S18
KEYWORD RE-EVALUATE PROCESSING
S19
KEYWORD TRANSFER-SELLING PROCESSING
S20
END

FIG.15

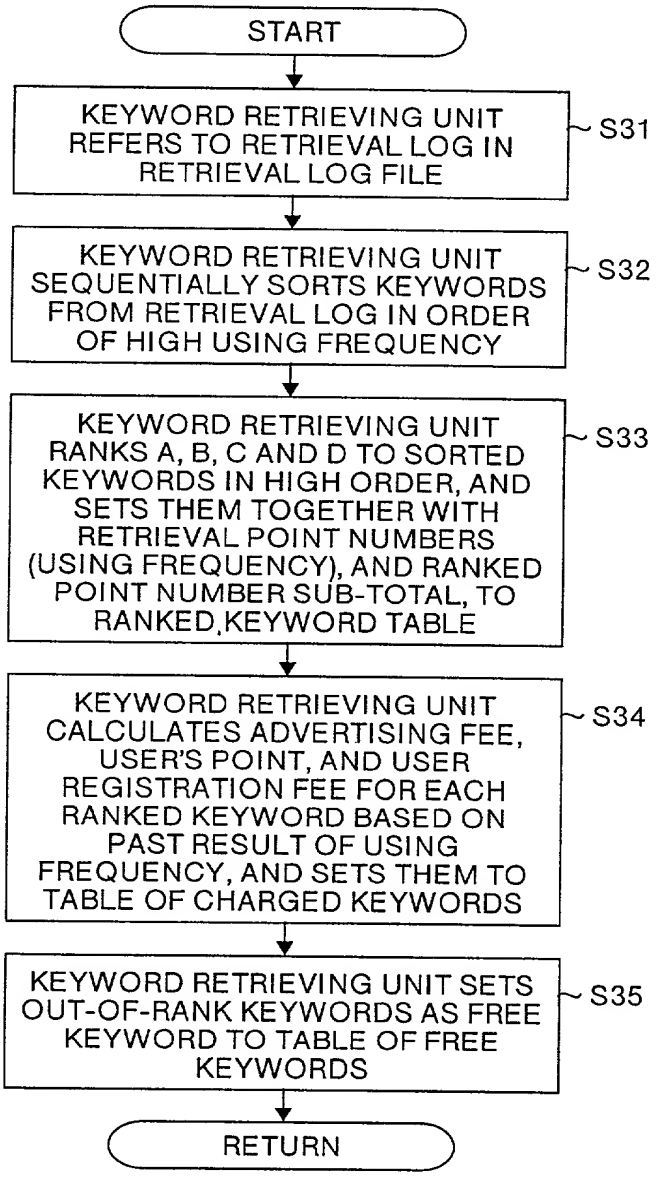
START
KEYWORD RETRIEVING UNIT REFERS TO RETRIEVAL LOG IN RETRIEVAL LOG FILE
S31
KEYWORD RETRIEVING UNIT SEQUENTIALLY SORTS KEYWORDS FROM RETRIEVAL LOG IN ORDER OF HIGH USING FREQUENCY
S32
KEYWORD RETRIEVING UNIT RANKS A, B, C AND D TO SORTED KEYWORDS IN HIGH ORDER, AND SETS THEM TOGETHER WITH RETRIEVAL POINT NUMBERS (USING FREQUENCY), AND RANKED POINT NUMBER SUB-TOTAL, TO RANKED,KEYWORD TABLE
S33
KEYWORD RETRIEVING UNIT CALCULATES ADVERTISING FEE, USER'S POINT, AND USER REGISTRATION FEE FOR EACH RANKED KEYWORD BASED ON PAST RESULT OF USING FREQUENCY, AND SETS THEM TO TABLE OF CHARGED KEYWORDS
S34
KEYWORD RETRIEVING UNIT SETS OUT-OF-RANK KEYWORDS AS FREE KEYWORD TO TABLE OF FREE KEYWORDS
S35
RETURN

FIG.16

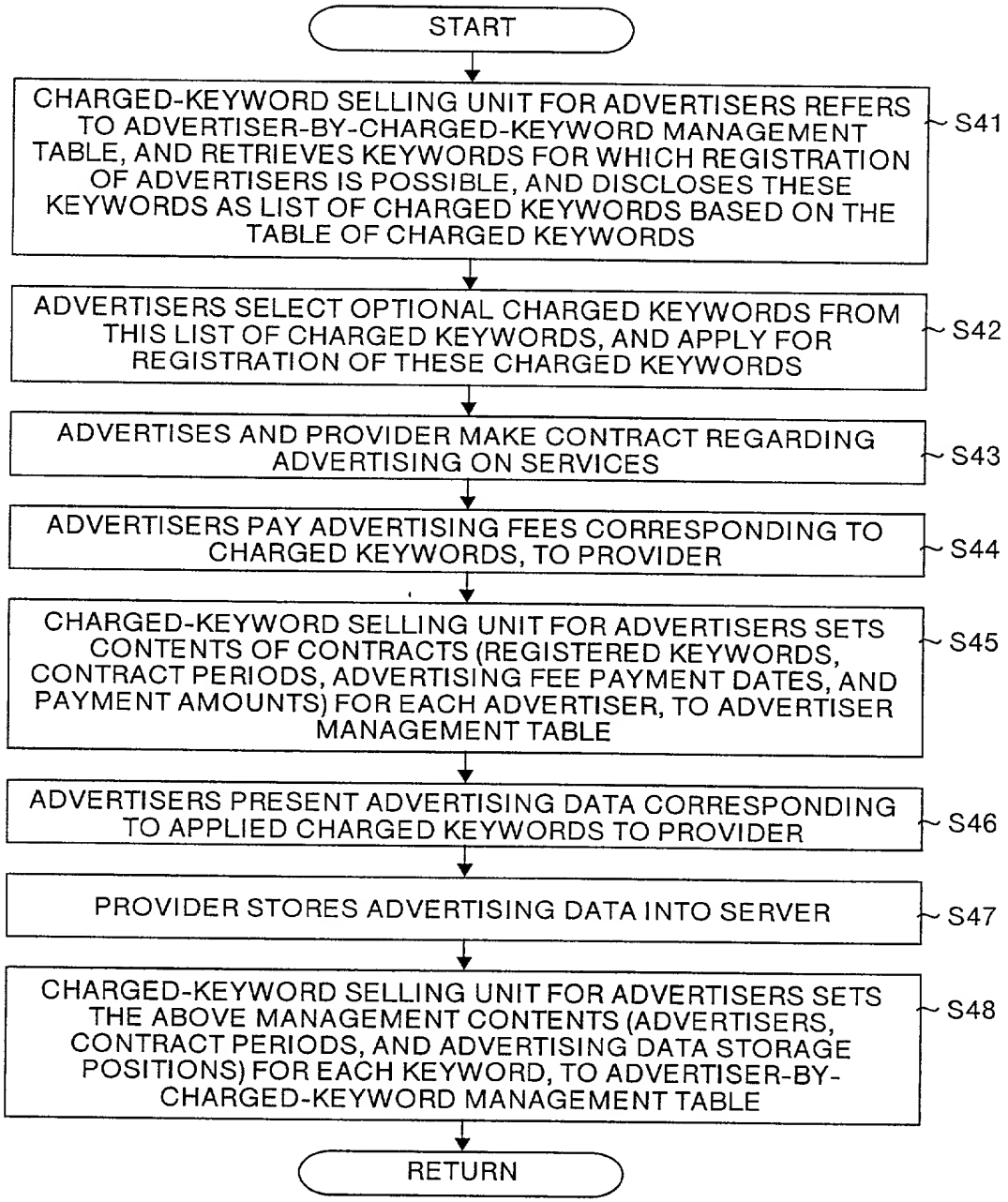
START
CHARGED-KEYWORD SELLING UNIT FOR ADVERTISERS REFERS TO ADVERTISER-BY-CHARGED-KEYWORD MANAGEMENT TABLE, AND RETRIEVES KEYWORDS FOR WHICH REGISTRATION OF ADVERTISERS IS POSSIBLE, AND DISCLOSES THESE KEYWORDS AS LIST OF CHARGED KEYWORDS BASED ON THE TABLE OF CHARGED KEYWORDS
S41
ADVERTISERS SELECT OPTIONAL CHARGED KEYWORDS FROM THIS LIST OF CHARGED KEYWORDS, AND APPLY FOR REGISTRATION OF THESE CHARGED KEYWORDS
S42
ADVERTISES AND PROVIDER MAKE CONTRACT REGARDING ADVERTISING ON SERVICES
S43
ADVERTISERS PAY ADVERTISING FEES CORRESPONDING TO CHARGED KEYWORDS, TO PROVIDER
S44
CHARGED-KEYWORD SELLING UNIT FOR ADVERTISERS SETS CONTENTS OF CONTRACTS (REGISTERED KEYWORDS, CONTRACT PERIODS, ADVERTISING FEE PAYMENT DATES, AND PAYMENT AMOUNTS) FOR EACH ADVERTISER, TO ADVERTISER MANAGEMENT TABLE
S45
ADVERTISERS PRESENT ADVERTISING DATA CORRESPONDING TO APPLIED CHARGED KEYWORDS TO PROVIDER
S46
PROVIDER STORES ADVERTISING DATA INTO SERVER
S47
CHARGED-KEYWORD SELLING UNIT FOR ADVERTISERS SETS THE ABOVE MANAGEMENT CONTENTS (ADVERTISERS, CONTRACT PERIODS, AND ADVERTISING DATA STORAGE POSITIONS) FOR EACH KEYWORD, TO ADVERTISER-BY-CHARGED-KEYWORD MANAGEMENT TABLE
S48
RETURN

FIG.17

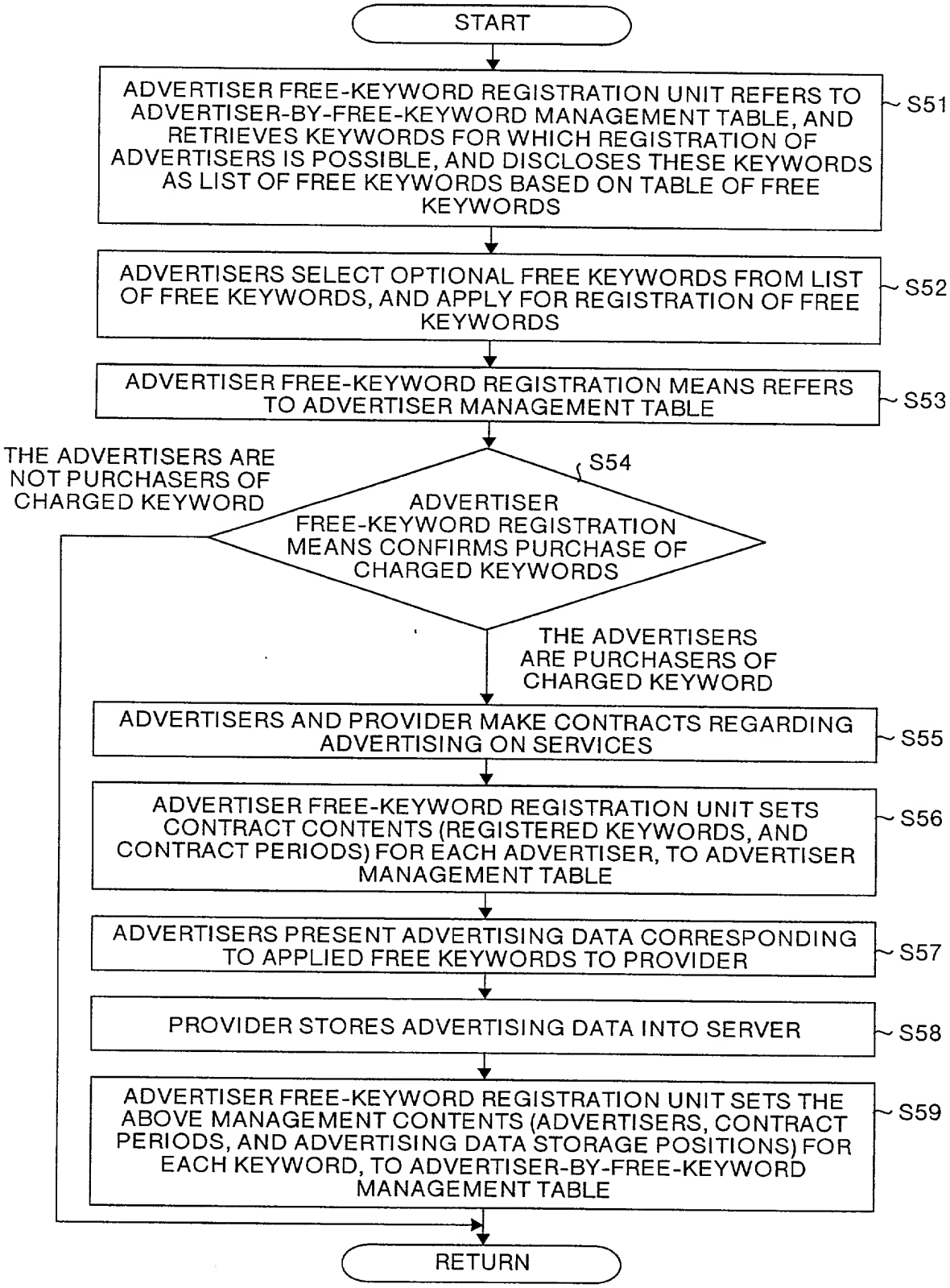
START
ADVERTISER FREE-KEYWORD REGISTRATION UNIT REFERS TO ADVERTISER-BY-FREE-KEYWORD MANAGEMENT TABLE, AND RETRIEVES KEYWORDS FOR WHICH REGISTRATION OF ADVERTISERS IS POSSIBLE, AND DISCLOSES THESE KEYWORDS AS LIST OF FREE KEYWORDS BASED ON TABLE OF FREE KEYWORDS
S51
ADVERTISERS SELECT OPTIONAL FREE KEYWORDS FROM LIST OF FREE KEYWORDS, AND APPLY FOR REGISTRATION OF FREE KEYWORDS
S52
ADVERTISER FREE-KEYWORD REGISTRATION MEANS REFERS TO ADVERTISER MANAGEMENT TABLE
S53
S54
ADVERTISER FREE-KEYWORD REGISTRATION MEANS CONFIRMS PURCHASE OF CHARGED KEYWORDS
THE ADVERTISERS ARE NOT PURCHASERS OF CHARGED KEYWORD
THE ADVERTISERS ARE PURCHASERS OF CHARGED KEYWORD
ADVERTISERS AND PROVIDER MAKE CONTRACTS REGARDING ADVERTISING ON SERVICES
S55
ADVERTISER FREE-KEYWORD REGISTRATION UNIT SETS CONTRACT CONTENTS (REGISTERED KEYWORDS, AND CONTRACT PERIODS) FOR EACH ADVERTISER, TO ADVERTISER MANAGEMENT TABLE
S56
ADVERTISERS PRESENT ADVERTISING DATA CORRESPONDING TO APPLIED FREE KEYWORDS TO PROVIDER
S57
PROVIDER STORES ADVERTISING DATA INTO SERVER
S58
ADVERTISER FREE-KEYWORD REGISTRATION UNIT SETS THE ABOVE MANAGEMENT CONTENTS (ADVERTISERS, CONTRACT PERIODS, AND ADVERTISING DATA STORAGE POSITIONS) FOR EACH KEYWORD, TO ADVERTISER-BY-FREE-KEYWORD MANAGEMENT TABLE
S59
RETURN

FIG.18

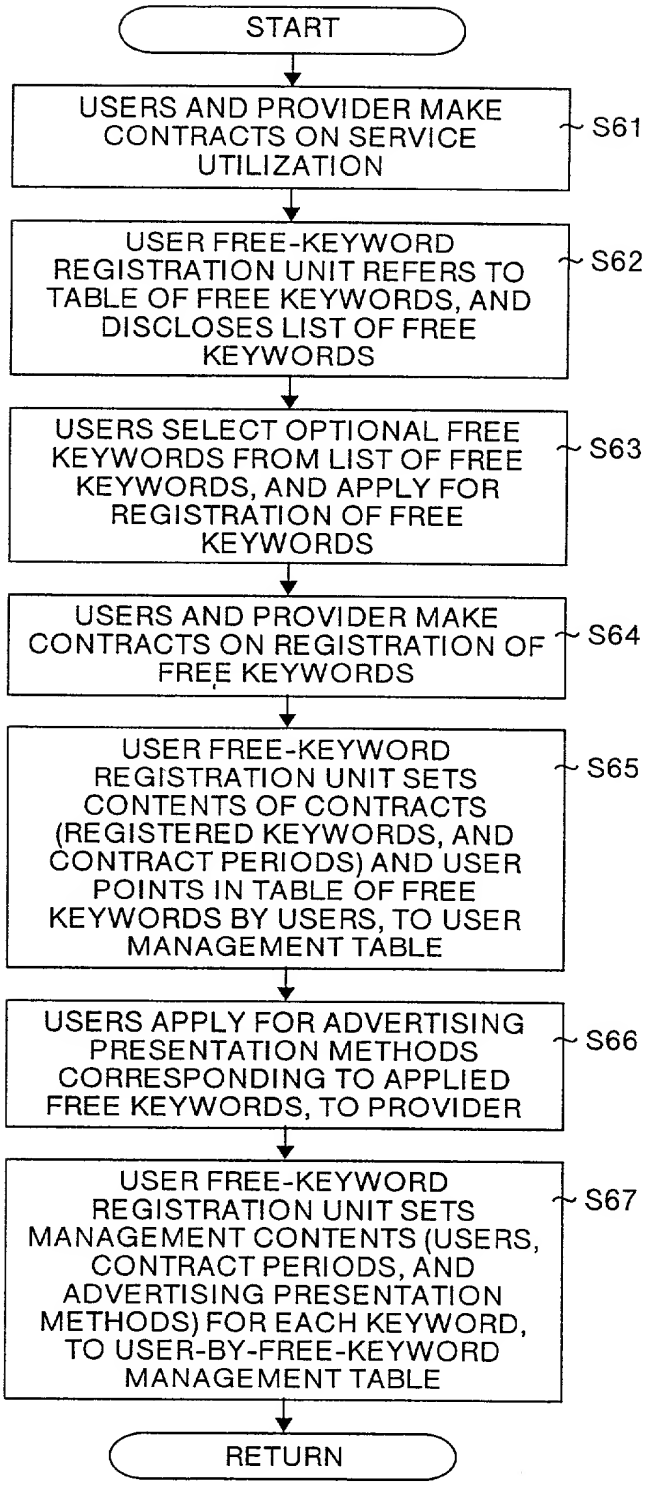

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FIG.19

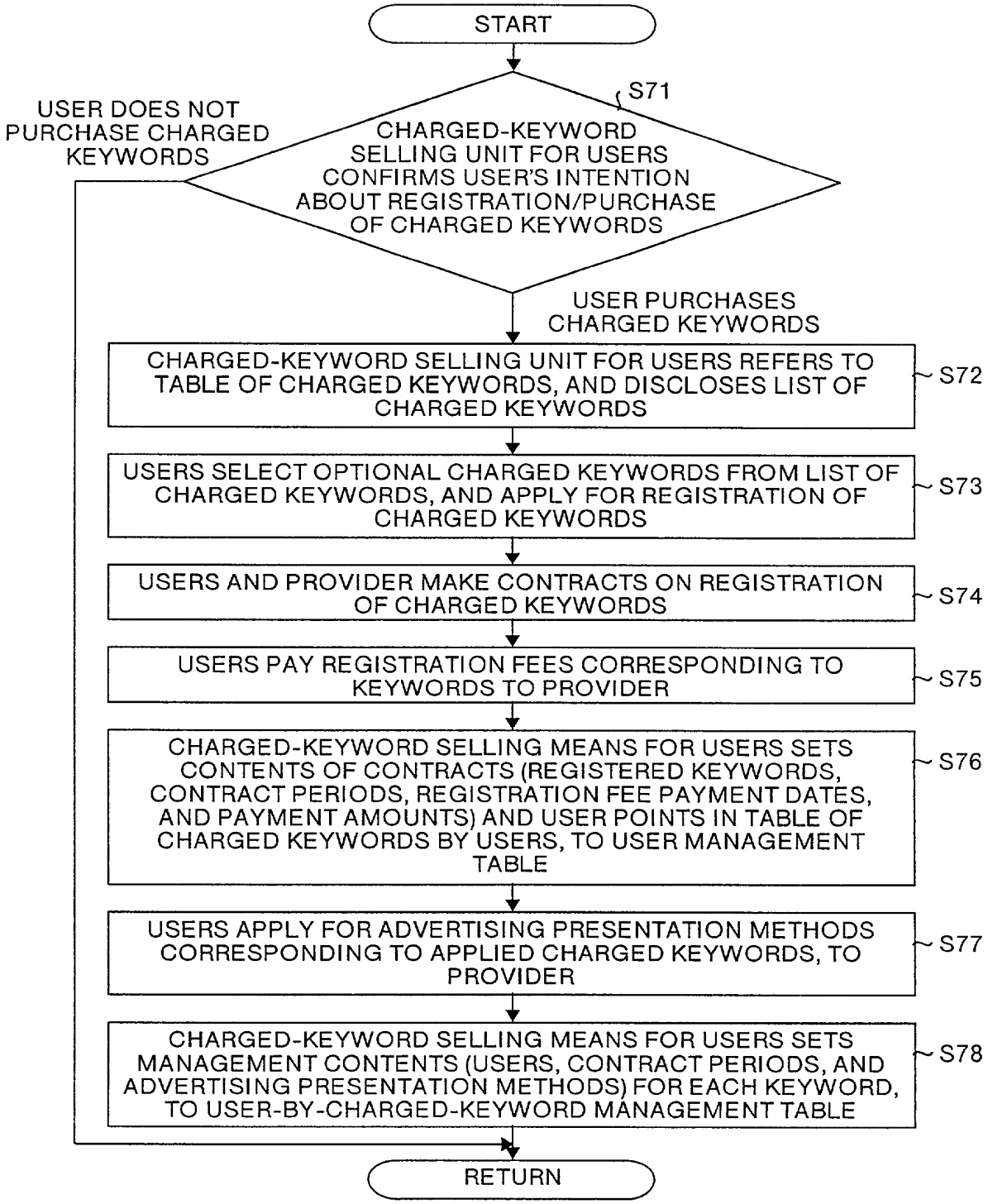
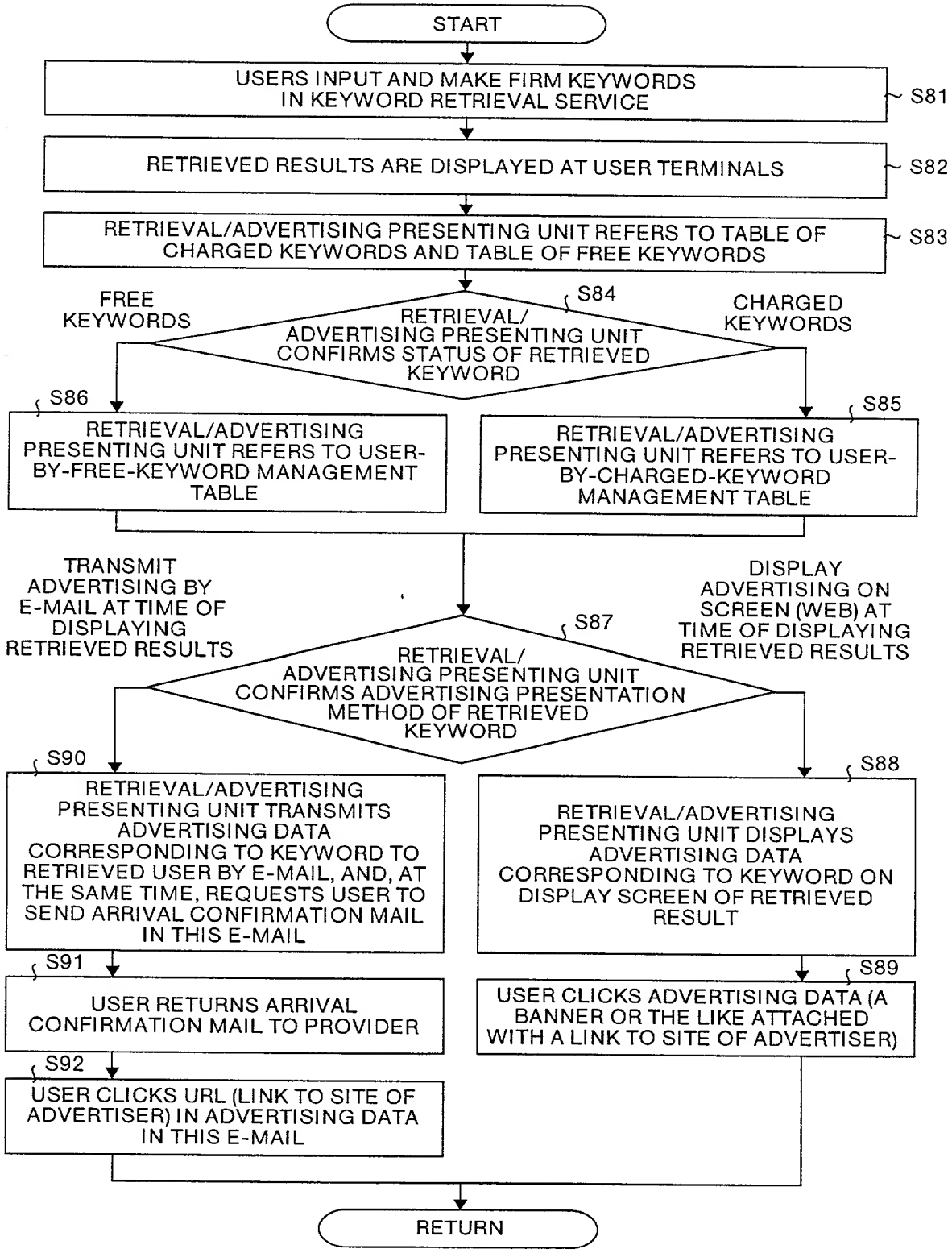

START
S71
USER DOES NOT PURCHASE CHARGED KEYWORDS
CHARGED-KEYWORD SELLING UNIT FOR USERS CONFIRMS USER'S INTENTION ABOUT REGISTRATION/PURCHASE OF CHARGED KEYWORDS
USER PURCHASES CHARGED KEYWORDS
CHARGED-KEYWORD SELLING UNIT FOR USERS REFERS TO TABLE OF CHARGED KEYWORDS, AND DISCLOSES LIST OF CHARGED KEYWORDS
S72
USERS SELECT OPTIONAL CHARGED KEYWORDS FROM LIST OF CHARGED KEYWORDS, AND APPLY FOR REGISTRATION OF CHARGED KEYWORDS
S73
USERS AND PROVIDER MAKE CONTRACTS ON REGISTRATION OF CHARGED KEYWORDS
S74
USERS PAY REGISTRATION FEES CORRESPONDING TO KEYWORDS TO PROVIDER
S75
CHARGED-KEYWORD SELLING MEANS FOR USERS SETS CONTENTS OF CONTRACTS (REGISTERED KEYWORDS, CONTRACT PERIODS, REGISTRATION FEE PAYMENT DATES, AND PAYMENT AMOUNTS) AND USER POINTS IN TABLE OF CHARGED KEYWORDS BY USERS, TO USER MANAGEMENT TABLE
S76
USERS APPLY FOR ADVERTISING PRESENTATION METHODS CORRESPONDING TO APPLIED CHARGED KEYWORDS, TO PROVIDER
S77
CHARGED-KEYWORD SELLING MEANS FOR USERS SETS MANAGEMENT CONTENTS (USERS, CONTRACT PERIODS, AND ADVERTISING PRESENTATION METHODS) FOR EACH KEYWORD, TO USER-BY-CHARGED-KEYWORD MANAGEMENT TABLE
S78
RETURN

FIG.20



pocket-2004-0096

FIG.21

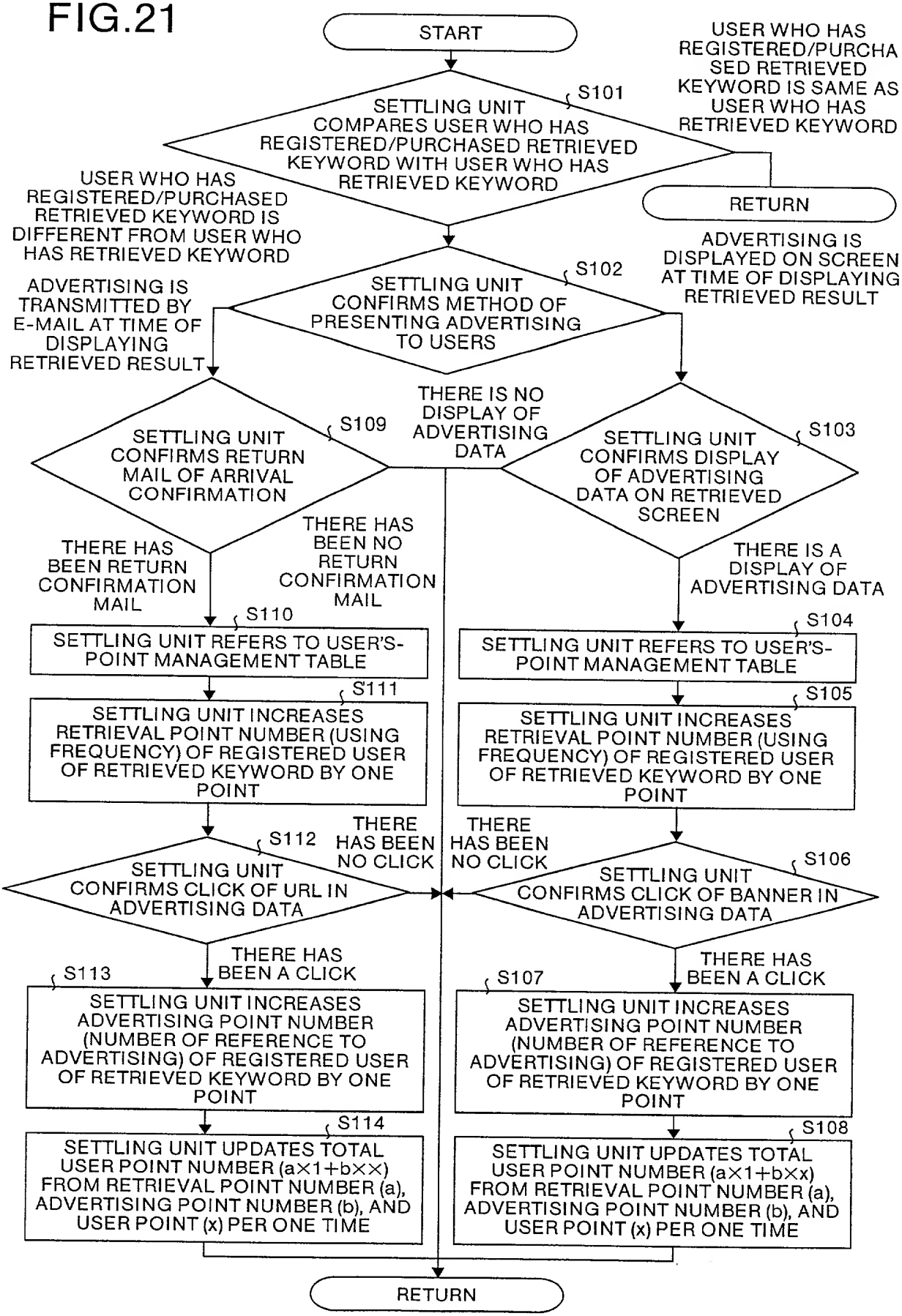


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FIG.22

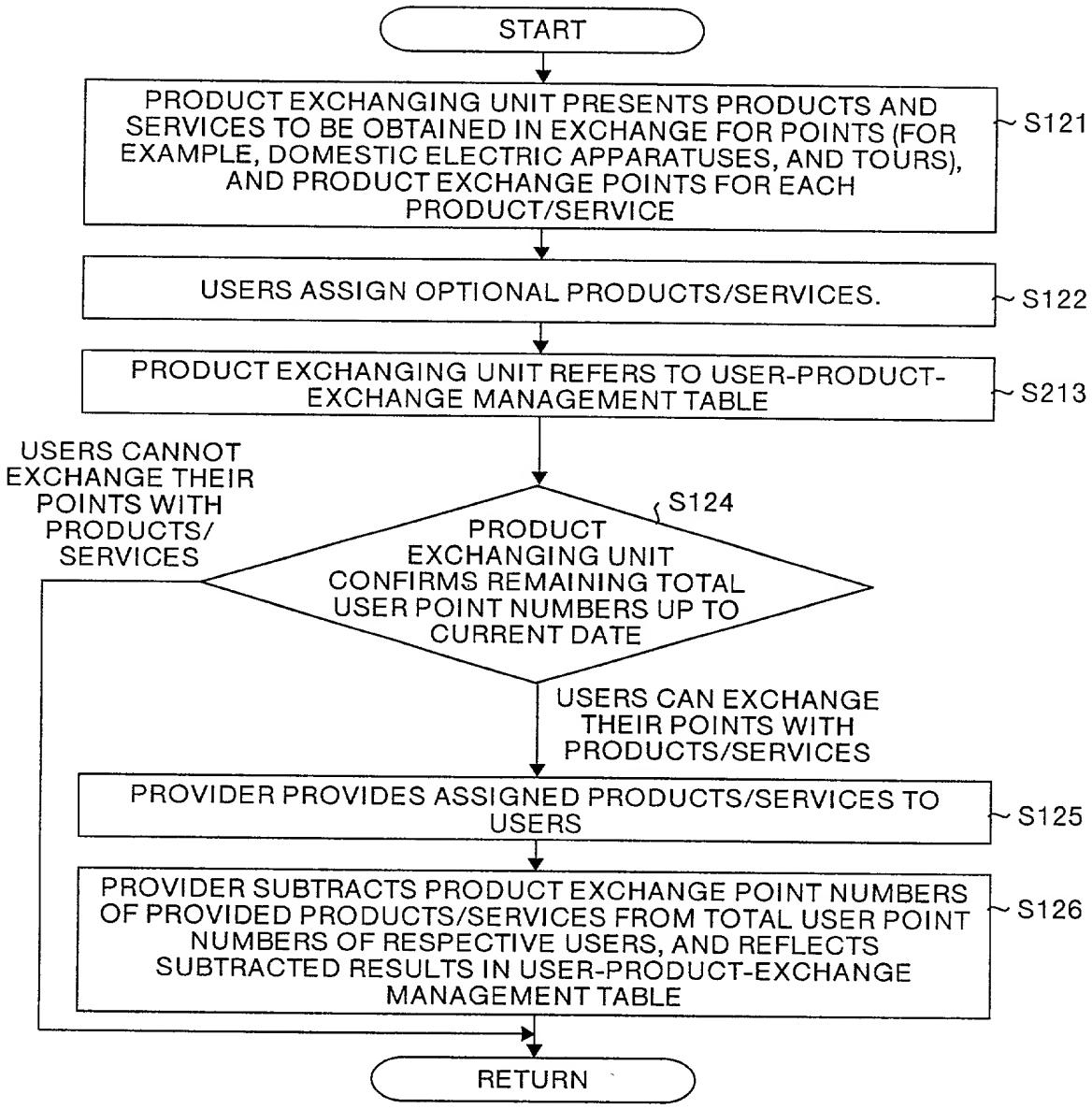
START
PRODUCT EXCHANGING UNIT PRESENTS PRODUCTS AND SERVICES TO BE OBTAINED IN EXCHANGE FOR POINTS (FOR EXAMPLE, DOMESTIC ELECTRIC APPARATUSES, AND TOURS), AND PRODUCT EXCHANGE POINTS FOR EACH PRODUCT/SERVICE
S121
USERS ASSIGN OPTIONAL PRODUCTS/SERVICES.
S122
PRODUCT EXCHANGING UNIT REFERS TO USER-PRODUCT-EXCHANGE MANAGEMENT TABLE
S213
USERS CANNOT EXCHANGE THEIR POINTS WITH PRODUCTS/ SERVICES
S124
PRODUCT EXCHANGING UNIT CONFIRMS REMAINING TOTAL USER POINT NUMBERS UP TO CURRENT DATE
USERS CAN EXCHANGE THEIR POINTS WITH PRODUCTS/SERVICES
PROVIDER PROVIDES ASSIGNED PRODUCTS/SERVICES TO USERS
S125
PROVIDER SUBTRACTS PRODUCT EXCHANGE POINT NUMBERS OF PROVIDED PRODUCTS/SERVICES FROM TOTAL USER POINT NUMBERS OF RESPECTIVE USERS, AND REFLECTS SUBTRACTED RESULTS IN USER-PRODUCT-EXCHANGE MANAGEMENT TABLE
S126
RETURN

FIG.23

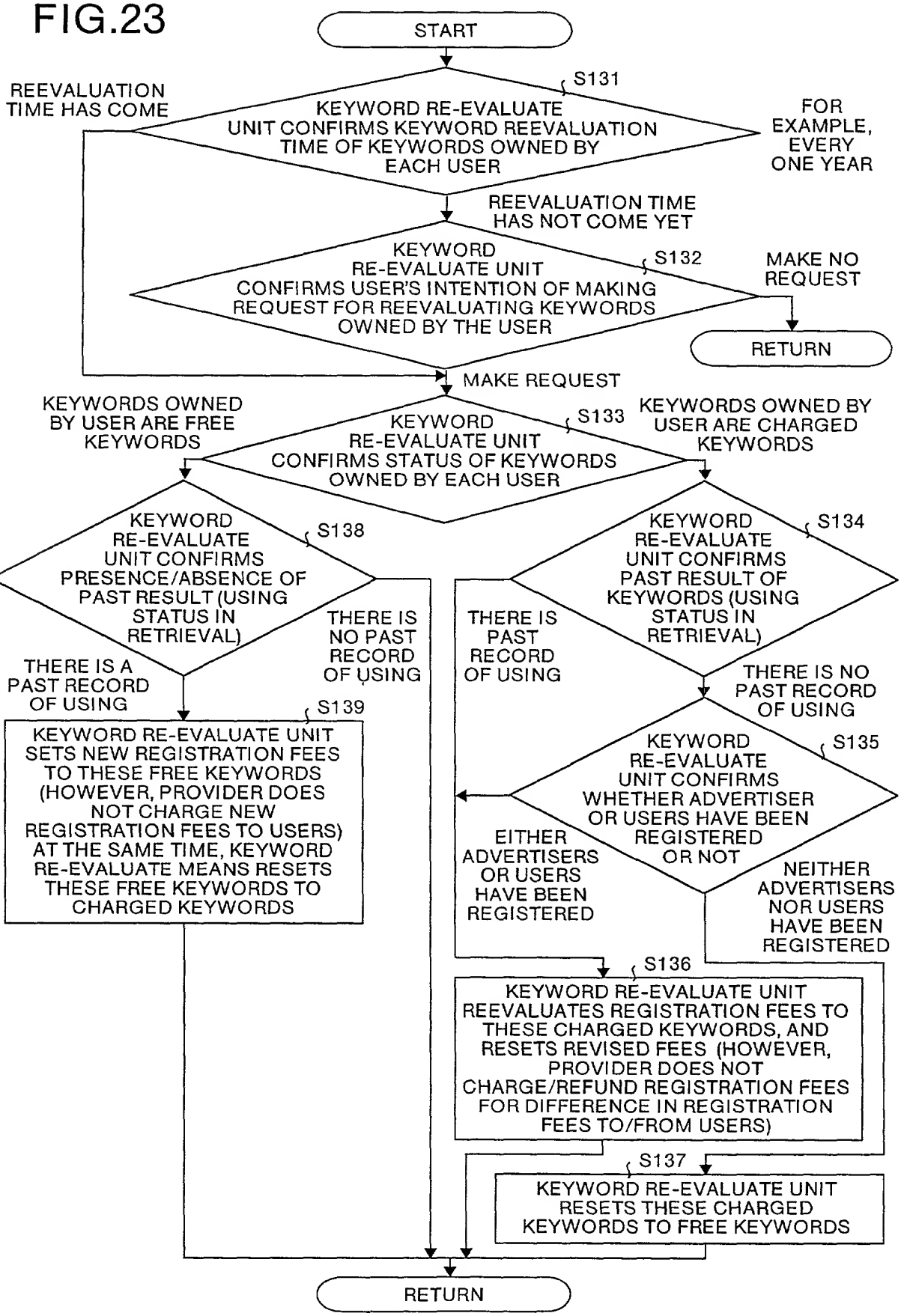

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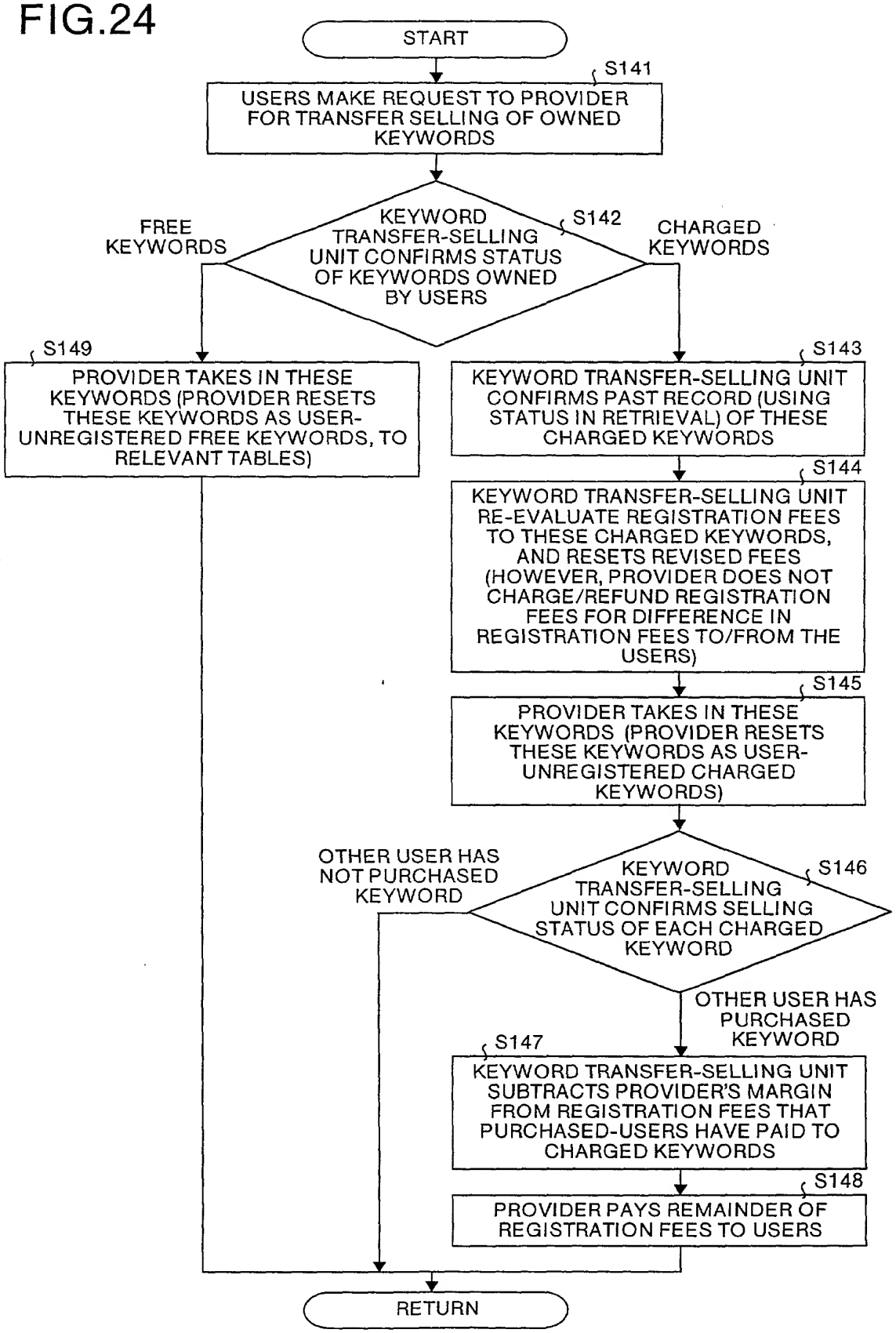
FIG.24



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